



# Quality Quarterly

## Summer 1997

### 1997 MQA PROCESS UPDATE

The 1997 Missouri Quality Award Program is off and running...

The Board of Examiners has been trained and certified and is now eligible to evaluate and score applications. (A complete listing can be found inside this edition of the Quality Quarterly.) From those Examiners, the Board of Overseers has selected 19 individuals, based on their knowledge of the Award Criteria and their experience with the Examination Process, to serve in the capacity of Senior Examiners. They stand out among their peers on the Board of Examiners and will, therefore, function as Team Leaders and Backup Team Leaders throughout the first three stages of Examination.

June 2nd was the deadline for submitting MQA applications, and this year we received our second highest number ever, with representatives coming from manufacturing, service, health care and education. As always, participation in the Missouri Award Process remains among the top few in the country, as last year, Missouri ranked second in the number of applications submitted. We expect to be among the leaders again in 1997.

With all of the applications in, the Board of Examiners is now conducting the Stage 1 Review. During this stage, individual Examiners evaluate applications and complete their individual scorebook, highlighting by each Criteria Item, the organizations' strengths, areas for improvement, and score.

The Stage 1 process will conclude with the initial Judge's meeting, which is scheduled for July 15, 1997. At that time, the Panel of Judges will select those applicants which will advance to Stage 2 - Consensus.

During the Consensus Process, an Examiner Team for each application will meet and discuss their comments and scores which they individually assigned to each Criteria Item. The Examiners will then come to agreement on the organization's strengths, areas for improvement, and score. By the end of the day, a consensus set of comments describing those strengths and improvement opportunities, as well as a team score, will have been compiled.

The Judges will meet again on August 15 to review the Consensus results and choose those applicants to receive a site visit. Teams reaching Stage 3 - Site Visits, will receive feedback from over 800 hours of work on their application.

The site visit activities will take place in September, and will consist of an intense six-day evaluation, of which three are spent at the applicant's facility. Stage 3 will conclude with the Judge's Final Review, during which the 1997 Award Recipients will be identified.

The Missouri Quality Award Recipients will be announced and showcased at the Missouri Quality Conference and Awards Presentation Banquet to be held in Jefferson City, November 3-6.

Congratulations to all those who have submitted an Award application and good luck in the Examination Process!

# MISSOURI QUALITY AWARD TO CELEBRATE FIVE YEARS OF EXCELLENCE

The 1997 Missouri Quality Conference and Awards Presentation Banquet is right around the corner. This year's celebration promises to be the best ever as the MQA celebrates its fifth anniversary. Highlights in the agenda include the 1997 Missouri Quality Award Recipient(s), Missouri Team Quality Award Showcase, 1996 Baldrige Recipients Dana Commercial Credit and CRI, Apollo 13 astronaut Fred Haise, and more...Look for a post card in July for detailed information.

## 1997 EXAMINERS CERTIFIED/ SENIOR EXAMINERS SELECTED

After completing an intense three-day training course, the following examiners are now certified to evaluate and score Missouri Quality Award applications:

Ann Albertson-Sprint/United Telephone, Al Austin-McDonnell Douglas Aerospace, Dave Benkendorf-McDonnell Douglas Aerospace, Dan Bertschmann-Sealed Air, Rich Blood-bioMerieux Vitek, Inc., Chris Bouchard-University of Missouri Extension, Jim Callon, Jr.-Reinhart Fajen, Inc., Mary Daleo-Anheuser-Busch, Inc., Barbara Davidson-Anheuser-Busch, Inc., Mike Diehl-AlliedSignal, Inc., Paul Fabbi-St. Louis Health Care Network, Dan Falvey, Jr.-Sprint, Mary Forck-Department of Economic Development, Mel Gardner-Midtown Habilitation Center, Kristi Glover-St. Mary's Health Center, Tim Hallock-St. Mary's Hospital Medical Center, Tom Hollen-Anheuser-Busch, Inc., Tricia Jenkins-ACCESS Investor Services, Inc., Larry Kiefer-ACCESS Investor Services, Inc., James Koch-US Army Engineer School, Craig Korkoian-McDonnell Douglas Aerospace, Jeff Lackey-MEMC Electronic Materials, Inc., Sandy Lamer-St. Francis Hospital & Health Services, Lois Lester-Petrolite Corporation, Don MacGavin-Metal Container Corporation, Kathy Marshall-Christian Hospital NE-NW, Jim Mullineaux-Mid. Tec, Pat Olesen-MEMC Electronic Materials, Inc., Henry Parente-Wilcox Electronic, Inc., Keith Pelkey-McDonnell Douglas Aerospace, Manuel Perez-Johnson Controls, Inc., Mike Pierson-Cargill Honeysuckle White, Dave Post-Anheuser-Busch, Inc., Theron Post-SSM Health Care System, Phil Punswick-John Deere Company, Paul Rasp-US Air Force, Jeff Reiter-VHA Great Rivers, Ron Roberts-Pinnacle Performance Group, Karen Sanders-Barnes-Jewish Hospital, Kurt Schoch-VHA Great Rivers, George Shannon-Systems Consultants, Inc., Holly Ann Shaw-ACCESS Investor Services, Inc., Dave Sosinski-AlliedSignal, Inc., Skip Steward-Copeland Corporation, Pamela Stephens-Petrolite Corporation, Chris Thompson-Midway Arms, Paul Todey-Missouri Department of Transportation, Patt VanDyke-Northwest Missouri State University, Karen Vecchio-Synergy Consulting, Claude Walz-Union Pacific Railroad, Tom Watson-US Air Force, Dewayne Whitener-M&W Packaging, U.S., Inc., E. Payson Willard-Drury College, Steve Wyatt-University of Missouri System, Ginny Zarinelli-MEMC Electronic Materials, Inc., Dave Zuckerman-Customized Improvement Strategies.

Based upon their knowledge of the Award Criteria and experience with the Examination Process, these individuals were selected by the Board of Overseers as Senior Examiners. They will serve as Team Leaders and Backup Team Leaders during the Examination Process:

Carl Berry-AlliedSignal, Inc., Mark Ferris-St. Louis University, Joyce Foster-Sverdrup Civil, Inc., Karen Geger-McDonnell Douglas Corporation, Jan Gianoulakis-Group Health Plan, Claudia Gibson-Golden Valley Memorial Hospital, Lois Heldenbrand-State of Missouri Office of Excellence in Customer Service, Rob Herhold-McDonnell Douglas Aerospace, Ken Lyle, Jr.-Fulton State Hospital, Anita Marx-Anheuser-Busch, Inc., Lois McFarland-MasterCard International, Ken Miller-International Management Technologies, Paul Orton-Sprint, Tracy Pennington-NationsBanc Services Company, Cathy Porter-Sprint, Mo Qayoumi-University of Missouri-Rolla, Tamara Stone-University of Missouri- Columbia, Sherry Toigo-St. Luke's Health System, Jim Williamson-McDonnell Douglas Aerospace.

## OPPORTUNITY FOR TEAM RECOGNITION

The Excellence in Missouri Foundation is now accepting applications for the Missouri Team Quality Award (MTQA). The MTQA recognizes teams throughout the state that have made significant contributions in achieving organizational or community improvement objectives. The MTQA is also intended to provide visibility to role model teams in order to aid and encourage other teams, as well as to educate Missouri organizations on the benefits of empowering teams.

The MTQA process is open to any team which has accomplished a task, project, or other activity between July 1996 and July 1997. The cost for applying is \$75 per team, as well as any additional costs associated with the second and third rounds of judging. Teams may represent profit as well as non-profit organizations in one of the following sectors: manufacturing, service, health care, education or public/community-based.

The state has been divided into seven regions defined by counties. Organizations applying for the MTQA will submit their application to the coordinator of their region for evaluation and scoring. High scoring applicants will advance to the next round and may be chosen as regional role models. Of those, one team from each region will be nominated for the statewide competition. All of these nominees will be showcased at the Missouri Quality Conference and Awards Presentation Banquet scheduled for November 3-6, and some will be chosen as state role models and granted the Missouri Team Quality Award at that time.

Last year's MTQA Recipients were the United Way of Greater St. Joseph's Profit in Education Team and the Bussman Division of Cooper Industries' Fabrication Team.

Applications can be obtained from your regional coordinator and are due back to them by July 1. If you would like to contact the regional coordinator in your area, or would like additional information on the MTQA, please contact Carey Holbrook at the Award Office, (573) 526-1726.

## BOARD MEMBER APPOINTED AS BALDRIGE OVERSEER

Sister Mary Jean Ryan, FSM, President/CEO of the SSM Health Care System (SSMHCS) and member of the Excellence in Missouri Foundation Board of Directors has been appointed by U.S. Secretary of Commerce William Daley to serve on the Board of Overseers for the prestigious Malcolm Baldrige National Quality Award. Her term, effective immediately, extends through December 31, 1999.

The Malcolm Baldrige National Quality Award (MBNQA), after which the Missouri Quality Award (MQA) is directly modeled, is an elite national honor given to U. S. companies for performance excellence. The program was established by Congress in 1987 and is managed by the Department of Commerce's National Institute of Standards and Technology in conjunction with private industry.

The Board of Overseers evaluates all aspects of the award program, including the adequacy of the criteria and processes for granting the awards. An important part of the Board's responsibility is to assure that the award program enhances the nation's economic future by encouraging U. S. companies to meet and exceed rising quality expectations prompted by global competition.

Ryan has been recognized nationally and locally as a champion of Continuous Quality Improvement (CQI). Under her leadership, the SSMHCS was one of the first health care systems in the country to embrace the management philosophy of CQI systemwide, across health care facilities in six states. Ryan and William Thompson have co-authored a book about SSMHCS's CQI initiative that will be published by ASQC Quality Press later this summer.

**Other Foundation "family" members working with the Baldrige process include** MBNQA Examiners: John Politi, President of the Foundation and Director of the MQA, Paul Orton of Sprint and MQA Senior Examiner, Mark Beiting of Anheuser-Busch and MQA Overseer; MBNQA Senior Examiner: Jim Williamson of McDonnell Douglas and MQA Senior Examiner; and, MBNQA Judge: Ken Best of McDonnell Douglas and Chairman of the Foundation Board of Directors.

# INDIVIDUAL TO BE PRAISED FOR QUALITY PRACTICES

Nominations are now being accepted for the Governor's Quality Leadership Award. The award was created in 1995 to recognize the individual who best exemplifies the principles of total quality and has done the most to further performance improvement in the state of Missouri.

Nominees for the award are judged on their expertise in performance improvement; their application of total quality principles in business or organization; their promotion of total quality to other organizations and the general public; their advocacy and support of the Malcolm Baldrige and Missouri Quality Award programs; and their personal reputation and integrity.

Nomination forms can be attained by contacting the Award Office at (573) 526-1725. The forms require a description of the individual's achievements relative to the criteria and are limited to two pages. Nominations are due back to the Award Office by September 2, and will then be reviewed by a panel of judges comprised of members of the Excellence in Missouri Foundation Board of Directors and the Missouri Quality Award Board of Overseers.

After reviewing the nominations, the judges will select a recipient, who will be identified at the Missouri Quality Conference and Awards Presentation Banquet to be held November 3-6 in Jefferson City.

Last year's recipient was Don Wainwright of Wainwright Industries, who is a leading national expert in the field of total quality leadership. Wainwright is a major catalyst to the integration of total quality principles in the state of Missouri and has give more than 250 speeches worldwide on the value of quality.

## MEMBERSHIP DRIVE UNDERWAY

As you may have read in the last newsletter, the Excellence in Missouri Foundation is now recruiting organizations to become Members of the Foundation and support Missouri's continuous journey towards performance excellence. Organizations electing to do so agree to lend their financial support to the Foundation in order to ensure the success of its Mission.

The Mission of the Excellence in Missouri Foundation is to administer the Missouri Quality Award, the Missouri Team Quality Award and the Governor's Quality Leadership Award; ensure the achievement of the Award Programs' goals and objectives; provide education services which offer individuals and organizations an understanding of how to improve customer satisfaction, performance and quality; motivate individuals and organizations to focus on these initiatives; and to ensure that the financial stability of the Foundation and the Award Programs is maintained and improved.

We are pleased to report that these three companies have pledged their support to the Foundation and are among its newest members: Dierbergs Markets, Inc., Hallmark Cards, Inc., and George K. Baum & Company. We would like to extend our sincere appreciation and many thanks to these fine organizations.

### *An Invitation to Join...*

As a non-profit organization, the Foundation is always looking for external support. If you are interested in making a small donation and becoming a member organization, please contact Carey Holbrook, Director of Public Relations at (573) 526-1726 to learn about the benefits of membership, including discounted rates to all Foundation education services.

## QUALITY QUOTE

"A customer is the most important person ever in this office - in person or by mail.

"A customer is not dependent on us, we are dependent on him.

"A customer is not an interruption of our work, he is the purpose of it. We are not doing him a favor by serving

him, he is doing us a favor by giving us the opportunity to do so.

"A customer is not someone to argue or match wits with. Nobody ever won an argument with a customer.

"A customer is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves."

- L.L. Bean (poster)

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We are seeking articles about individuals who have gone "above and beyond" to produce a quality product or service for future editions of our newsletter. If you would like to submit an article, please contact the Foundation or fax the article to (573) 526-1729.

If you have any questions about the information in this newsletter, please call  
(573) 526-1725.

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## ***Excellence in Missouri Foundation***

### ***Founder***

McDonnell Douglas

### ***Sponsor***

Anheuser-Busch

Sprint

BJC Health System

Saint Luke's - Shawnee Mission Health System

### ***Partner***

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Emerson Electric

MEMC Electronic Materials

Utilicorp United

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